



**PROGRAMME**

# WORLD EXPERIENCE SUMMIT

JUNE 2023  
LONDON

UPDATED JUNE 22, 2023

NOTE: SOME ELEMENTS MAY BE SUBJECT  
TO CHANGE





*Connect*  
**EXPERIENCE EXPERTS**



*Learn*  
**TALKS, WORKSHOPS, POP-UPS**



*Share*  
**INNOVATION LABS,  
ROUNDTABLES**



*Discover*  
**IMMERSIVE  
EXPERIENCES**



# TIMETABLE:

## WEDS 28 JUNE



13:00-14:00	CROSS THE THRESHOLD, RICKY THOMAS & TANNER WELLS						
	Town Square	Rockbolt Theatre	Lake Bar	Grand Hall	Picture House	Summer House	Quiet Room
14:00-14:30	Opening Ceremony						
14:30-15:00	Plenary: The Transformation Economy, <i>Joe Pine</i>						
15:10-15:40	Storyliving: Transformative Immersive Experiences, <i>Jasmin Jodry</i>	Audience-Centric Storytelling, <i>Stacy Barton</i>	GOLDFIRE Social, <i>Scott Levkoff</i>	Spatial Audio: Your Scalable Immersive Superpower, <i>Guillaume Le Nost</i>	The Future Of Branding In The Experience Economy, <i>Mike Lai</i>	WXO PlayLab, <i>Pigalle Tavakkoli &amp; Anastasia Gramatchikova</i>	EventWell & The Neu Project, supported by Google Xi
15:50-16:20	Climate Fitness: How Events Can Step Up For The Planet, <i>Anna Abdelnoor</i>	Human Vs Machine? The Future Of Travel Experiences Created By AI, <i>Tom Marchant, Peter Syme &amp; Jenny Southan, chaired by Olivia Squire</i>	Ritual Design 101, <i>Tiu de Haan</i>	Diversity of Thought, Community & Understanding, <i>Nichole Garza</i>	This Is Wan Chai, <i>Richard Parry, Jevan Chowdhury &amp; Beth Cinamon</i>		
16:25-17:00	Speed Dating with <i>Bernd Gibson</i> , Closing Ritual						
17:00-18:00	NETWORKING DRINKS						
18:00-22:00	PHANTOM PEAK EXPERIENCE						

# TIMETABLE:

# THURS 29 JUNE



10:00 - 10:15	CROSS THE THRESHOLD, RICKY THOMAS & TANNER WELLS									
	Town Square	Rockbolt Theatre	Lake Bar	Grand Hall	Picture House	Summer House	Quiet Room	Pop-Up 1	Pop-Up 2	Pop-Up 3
10:15 - 10:45	Opening Ceremony & Live Performance, <i>Joshua Sam Miller</i>									
10:45 - 11:15	Live Campfire									
11:20 - 11:45	Plenary: How To Do It In Public, <i>Catherine Turp</i>									
11:45 - 12:10	COFFEE BREAK (INCLUDING SONIC COFFEE, CAROLINE HOBKINSON)					Innovation Introduction, <i>Tizz Raj</i>	<i>EventWell &amp; The Neu Project, supported by Google Xi</i>	Dreambox, <i>Julia Eisenloeffel &amp; Dorchess de Koning</i>	Sounds of the Ocean, <i>Embodied Sounds &amp; EDGE Sound Research</i>	Novobeing VR
12:10 - 12:30	Unconference Session 1a	Unconference Session 1b	Unconference Session 1c	Unconference Session 1d	Unconference Session 1e					
12:40 - 13:00	Unconference Session 2a	Unconference Session 2b	Unconference Session 2c	Unconference Session 2d	Unconference Session 2e					
13:00 - 14:00	LUNCH									
14:00 - 14:25	Plenary: Party Matters & The 5Ds That Bind People Together, <i>Martha Newson</i>									
14:35 - 15:05	An Introduction To Neuroaesthetics, <i>Katherine Templar-Lewis &amp; Robyn Landau</i>	Designing For Happiness, <i>Michael Acton Smith in conversation with James Wallman</i>	Operational Excellence For Your Experience, <i>Carolene Méli</i>	The Rise & Fall Of Hotel Wonderland, <i>Gunnar de Jong &amp; Tristan Hupe-Guimarães</i>	Beyond Beginnings And Endings, <i>Julian Rad</i>	Innovation Workshop, <i>Tizz Raj</i>	<i>EventWell &amp; The Neu Project, supported by Google Xi</i>	Dreambox, <i>Julia Eisenloeffel&amp; Dorchess de Koning</i>	Sounds of the Ocean, <i>Embodied Sounds &amp; EDGE Sound Research</i>	Novobeing VR
15:15 - 15:45	The Social Revolution, <i>Kevin Williams</i>	Why Does Immersive Work? <i>Tom Lionetti-Maguire</i>	Ruben's Quest For Immersive Learning, <i>Martyn Ruks</i>	The Body Tells Our Stories, <i>Veronica Rodriguez</i>	Secrets & Self-Consciousness: How To Turn A Player Into A Protagonist, <i>Rob Morgan</i>					
15:45 - 16:10	COFFEE BREAK (INCLUDING SONIC COFFEE, CAROLINE HOBKINSON)									
16:10 - 16:40	Virtual Tools For Real-World Health, <i>Sid Desai</i>	The Immersive British Artists (IBAs), <i>panel chaired by Joanna Bucknall</i>	Social Playing Cards, <i>Audette Philips</i>	A Playful Mind: The Art & Science Of Activating Imagination, <i>Pigalle Tavakkoli</i>	Only Computers Say No, <i>Owen Kingston</i>	Innovation Workshop, <i>Tizz Raj</i>	<i>EventWell &amp; The Neu Project, supported by Google Xi</i>			
16:50 - 17:20	Game Engines Are Your Future, <i>Louis Alfieri</i>	URX (Under-represented In Experience) Launch	How To Become An Experience-First Organisation Roundtable, with <i>Joe Pine &amp; Mike Lai</i>	Unleash Innovation With The Power of P.L.A.Y.: <i>Anastasia Gramatchikova</i>	Free  [ <i>Muso Fan has Covid and can't travel</i> ]					
17:25 - 18:00	Matchmaking + Closing Ritual									
EVENING	LONDON EXPERIENCE SAFARI									

OFFSITE	Wander & Wonder Walk, Barbara Groth, 11.45 at the Entrance
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# TIMETABLE:

## FRI 30 JUNE



10:00 - 10:30	CROSS THE THRESHOLD, RICKY THOMAS & TANNER WELLS									
	Town Square	Rockbolt Theatre	Lake Bar	Grand Hall	Picture House	Summer House	Quiet Room	Pop-Up 1	Pop-Up 2	Pop-Up 3
10:30 - 10:45	Opening Ceremony									
10:45 - 11:15	Live Campfire									
11:20 - 11:45	Plenary: Travel Is Better When It's Experience Designed, <i>Victoria Taylor</i>									
11:45 - 12:10	COFFEE BREAK (INCLUDING SONIC COFFEE, CAROLINE HOBKINSON)					WXO PlayLab, <i>Pigalle Tavakkoli &amp; Anastasia Gramatchikova</i>	EventWell & The Neu Project, supported by Google Xi	Accessibility Consultancies, <i>Beth Rypkema</i>	Sounds of the Ocean, <i>Embodied Sounds &amp; EDGE Sound Research</i>	Oizys' Labyrinth, <i>Awen</i>
12:10 - 12:30	Unconference Session 1a	Unconference Session 1b	Unconference Session 1c	Unconference Session 1d	Unconference Session 1e					
12:40 - 13:00	Unconference Session 2a	Unconference Session 2b	Unconference Session 2c	Unconference Session 2d	Unconference Session 2e					
13:00 - 14:00	LUNCH									
14:00 - 14:25	Plenary: (How To ) Always Leave Them With A Story, <i>Alain Thys</i>									
14:35 - 15:05	Anticipating The Future Normal, <i>Henry Coutinho-Mason</i>	Selling Crazy: The Importance Of Comms In Immersive, <i>Meritaten Mance, Marie-Pier Veilleux &amp; Clara Prat</i>	How To Prove The Value Of Experiences, <i>roundtable chaired by James Wallman</i>	What Job Does Your Job Do For You?, <i>Dart Lindsley</i>	Sorry, Everything You Knew About Story Is Now Wrong, <i>Christopher Morrison</i>	Innovation Workshop, <i>Tizz Raj</i>	EventWell & The Neu Project, supported by Google Xi	Accessibility Consultancies, <i>Beth Rypkema</i>	Sounds of the Ocean, <i>Embodied Sounds &amp; EDGE Sound Research</i>	Oizys' Labyrinth, <i>Awen</i>
15:15 - 15:45	The Power Of Audio-Immersive Experiences, <i>Jennifer Crook</i>	From Storytelling To Story-Doing: An Experience Design Masterclass, <i>Brad Shelton &amp; Kat Reinbold</i>	How To Make Extraordinary, Transformational, And Boring Experiences, <i>Claus Raasted &amp; Paul Bulencea</i>	Experiential Retail Innovation At Macy's, <i>Matthew Waller</i>	How To Build A Magic Nostalgia Factory, <i>Ellie Carter Ames</i>					
15:45 - 16:10	COFFEE BREAK (INCLUDING SONIC COFFEE, CAROLINE HOBKINSON)									
16:10 - 16:40	Free <i>[Jorge Narvaez has a last-minute conflict]</i>	From Storytelling To Story-Doing: An Experience Design Masterclass, <i>Brad Shelton &amp; Kat Reinbold</i>	The Future Of Psychedelics In Experience Design, <i>Dr David Luke</i>	Digital Twins Will Revolutionise Immersive Experiences, <i>Michael Libby</i>	How To Upgrade IRL Experiences With AR, <i>Steve Tiseo</i>	Innovation Workshop, <i>Tizz Raj</i>	EventWell & The Neu Project, supported by Google Xi			
16:50 - 17:20	Designing Seriously Kick-Ass B2B Experiences, <i>Mark Slade &amp; Martin Ocheng</i>		How To Use Role-Playing To Improve Relationships, <i>Carnelian King</i>	Blending Fiction And Reality, <i>Clem Garritty &amp; Ollie Jones</i>	Handcuffs Help: Constraints Make Design More Intentional & Efficient, <i>Mat Duerden</i>					
17:25 - 18:00	Closing Ceremony									
EVENING	CLOSING PARTY									



*The*

**ART**

SCIENCE

BUSINESS

FUTURE

*of experiences*

Tools, techniques, frameworks, and  
insights to stage better experiences.





**ART**  
STORYTELLING

# AUDIENCE-CENTRIC STORYTELLING

*A masterclass from a master storyteller who's spent 39 years working at Disney.*



**Stacy Barton**  
Show Writer &  
Experience Designer



# ART STORYTELLING

## STOP STORYTELLING, START STORY-DOING INSTEAD

An Experience Design  
Masterclass & Workshop

*A masterclass from a company  
telling stories since 1981, for brands  
ranging from the Las Vegas Raiders  
to Johnnie Walker.*



### **Brad Shelton**

Vice President &  
Creative Director,  
BRC Imagination Arts

### **Kat Reinbold**

Creative Producer,  
BRC Imagination Arts





# **ART** STORYTELLING

## **(HOW TO) ALWAYS LEAVE THEM WITH A STORY**

*Lessons from a master  
storyteller.*

**Alain Thys**  
Experience Architect





# ART STORYTELLING

## SORRY, EVERYTHING YOU KNEW ABOUT STORY IS NOW WRONG

*New story shapes designed for  
today and tomorrow's new  
media landscape.*

**Christopher Morrison**

Founder,  
Reality+



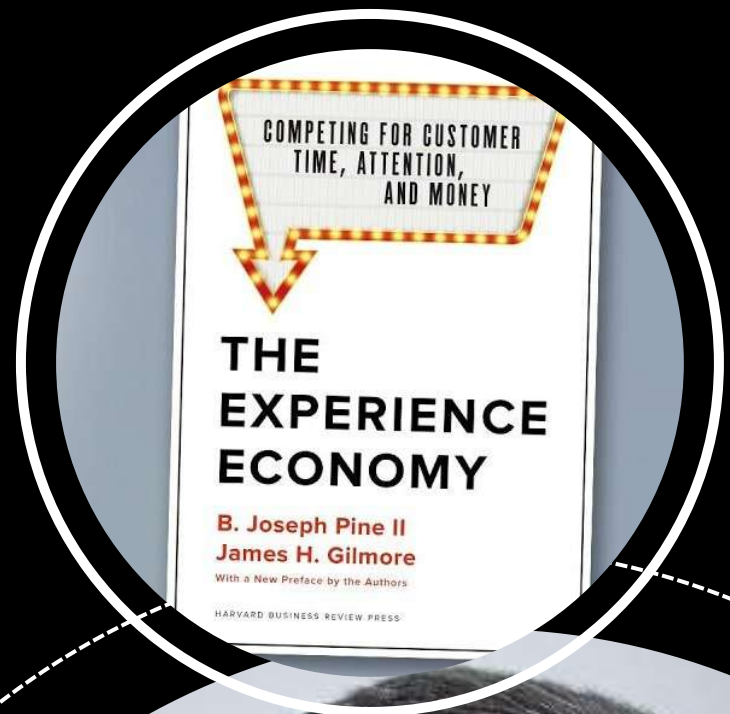


**ART**  
TRANSFORMATION

# THE TRANSFORMATION ECONOMY

*The 'Godfather' of the Experience Economy on how to think about and design for transformation. Based on his article in the Harvard Business Review and latest thinking.*

**Joe Pine**  
Co-Author,  
The Experience Economy





# ART TRANSFORMATION

## STORYLIVING: TRANSFORMATIVE IMMERSIVE EXPERIENCES

*How storytelling, world building, performance, technology, and game mechanics collide in location-based experiences.*



**Jasmin Jodry**

Founder &  
Executive Director,  
MOTO





# ART TRANSFORMATION

## HOW TO MAKE EXTRAORDINARY, TRANSFORMATIONAL, AND BORING EXPERIENCES

*An educational and  
fun session from two  
extraordinary  
experience makers,  
punctuated with  
real-world examples.*

### **Claus Raasted**

Director, The College of  
Extraordinary Experiences

### **Paul Bulencea**

Co-Founder, The College of  
Extraordinary Experiences





# ART TRANSFORMATION

## TRAVEL IS BETTER WHEN IT'S EXPERIENCE- DESIGNED

*A scintillating keynote  
from an expert on  
translating experience  
ideas into an industry  
where most of what  
happens is service design.*

### **Victoria Taylor**

groundbreaking travel  
and hospitality designer





# ART TRANSFORMATION

## GOLDFIRE SOCIAL

An Extraordinary Space For  
Mythic & Meaningful Connection

*Engage in spirited inquiry, storied  
play, thoughtful activity, deep  
listening and social rituals in a  
pop-up experience play-tested over  
hundreds of events.*

**Scott Barron Levkoff**  
Creative Director &  
Co-Founder, Midwayville





**ART**  
IMMERSIVE

# HOW TO DO IT *IN PUBLIC*

The Evolving Tools Of Large-Scale Experience Design

*From Montreal to Singapore, Moment Factory has been creating large-scale experiences since 2001. Their motto? "We do it in public".*

**Catherine Turp**  
Creative Director,  
Moment Factory





**ART**  
IMMERSIVE

# WHY DOES IMMERSIVE WORK?

*What is the DNA of experiential entertainment – and like traditional storytelling, does it need to follow a familiar arc? Why do we love moments of being physically & emotionally drawn into immersive worlds? Why do many of these experiences function in an eerily similar way?*

**Tom Lionetti-Maguire**  
Founder & CEO,  
Little Lion Entertainment





**ART**  
IMMERSIVE

# THE IMMERSIVE BRITISH ARTISTS (IBAS)

*A panel with leading immersive experience creators in the UK chaired by the Immersive Entertainment Network's Joanna Bucknall.*

Line-up includes:

**Tom Lionetti-Maguire**

Founder & CEO, Little Lion Entertainment

**Brian Hook**

Co-Owner, Hartshorn-Hook Enterprises

**Clem Garrity & Ollie Jones**

Co-Founders, Swamp Motel

**Andrew McGuinness**

Founder & CEO, Layered Reality

**Sheena Patel**

Director, YonderBeyond

**Nick Moran**

Founder, Phantom Peak





**ART**  
IMMERSIVE

# BLENDING FICTION AND REALITY

*Never ask your audience to be anyone else but themselves when they come to your experiences... A unique approach to Swamp Motel's storytelling style and key to how they concept ideas and develop storytelling, plus insights into their production process.*

**Clem Garritty & Ollie Jones**  
Co-Founders, Swamp Motel





**ART**  
IMMERSIVE

# BEYOND BEGINNINGS & ENDINGS

*A challenge to see the world  
differently, and our place as  
creators within it.*

**Julian Rad**  
Creative Director,  
RadWorks





**ART**  
IMMERSIVE

# HOW TO BUILD A MAGIC NOSTALGIA FACTORY

*From a company that's worked on exactly this for Nickelodeon, with a focus on kids and families.*

**Ellie Carter Ames**

Creative Director,  
SGA Productions





**ART**  
FRAMEWORKS

# SOCIAL PLAYING CARDS

A Low Tech, High Impact  
Experience Catalyst

*Learn how to make your own  
social playing card(s) from a  
genius connector.*

**Audette Phillips**  
Catalyst Arts



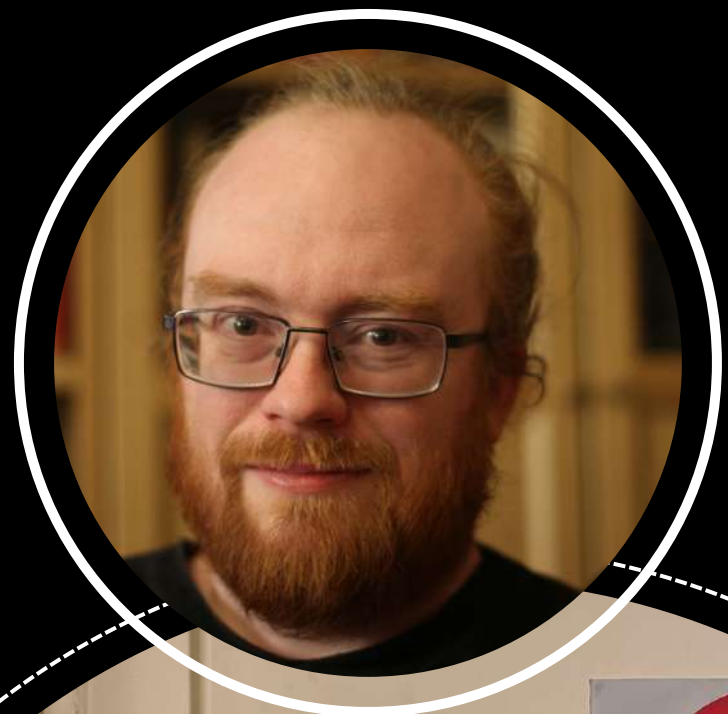


## ART FRAMEWORKS

# ONLY COMPUTERS SAY NO

*Why decision trees are a fine place to start planning an experience, but a terrible place to stop. Techniques for creating playable worlds where the audience are not constantly pushing up against the boundaries of the world or being told they can't do something because it hasn't been planned for in advance...*

**Owen Kingston**  
Artistic Director,  
Parabolic Theatre





# ART FRAMEWORKS

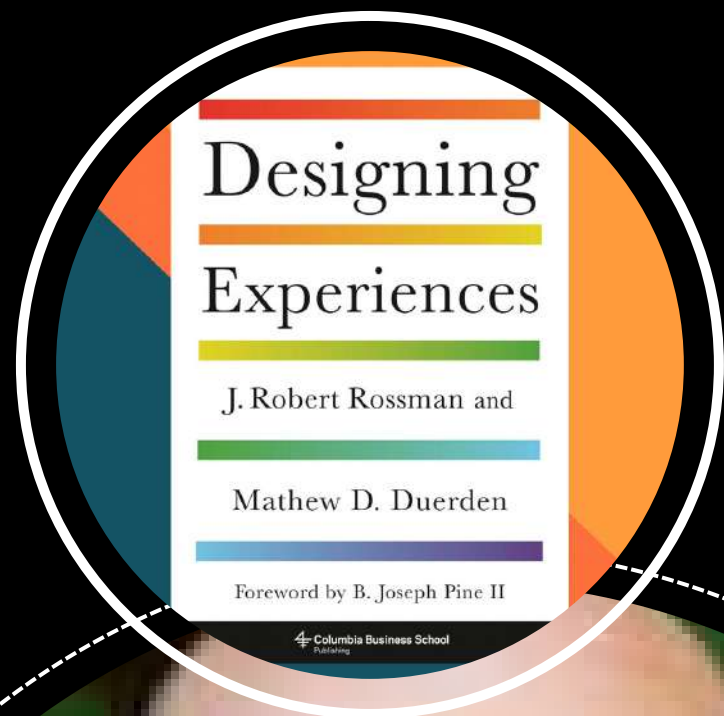
## HANDCUFFS HELP

How Constraints Make  
Design More Intentional  
And Efficient

*The co-author of Designing Experiences on how to leverage constraints to stimulate the creative process and generate innovative ideas.*

### **Mat Duerden**

Experience Design Professor,  
Brigham Young University





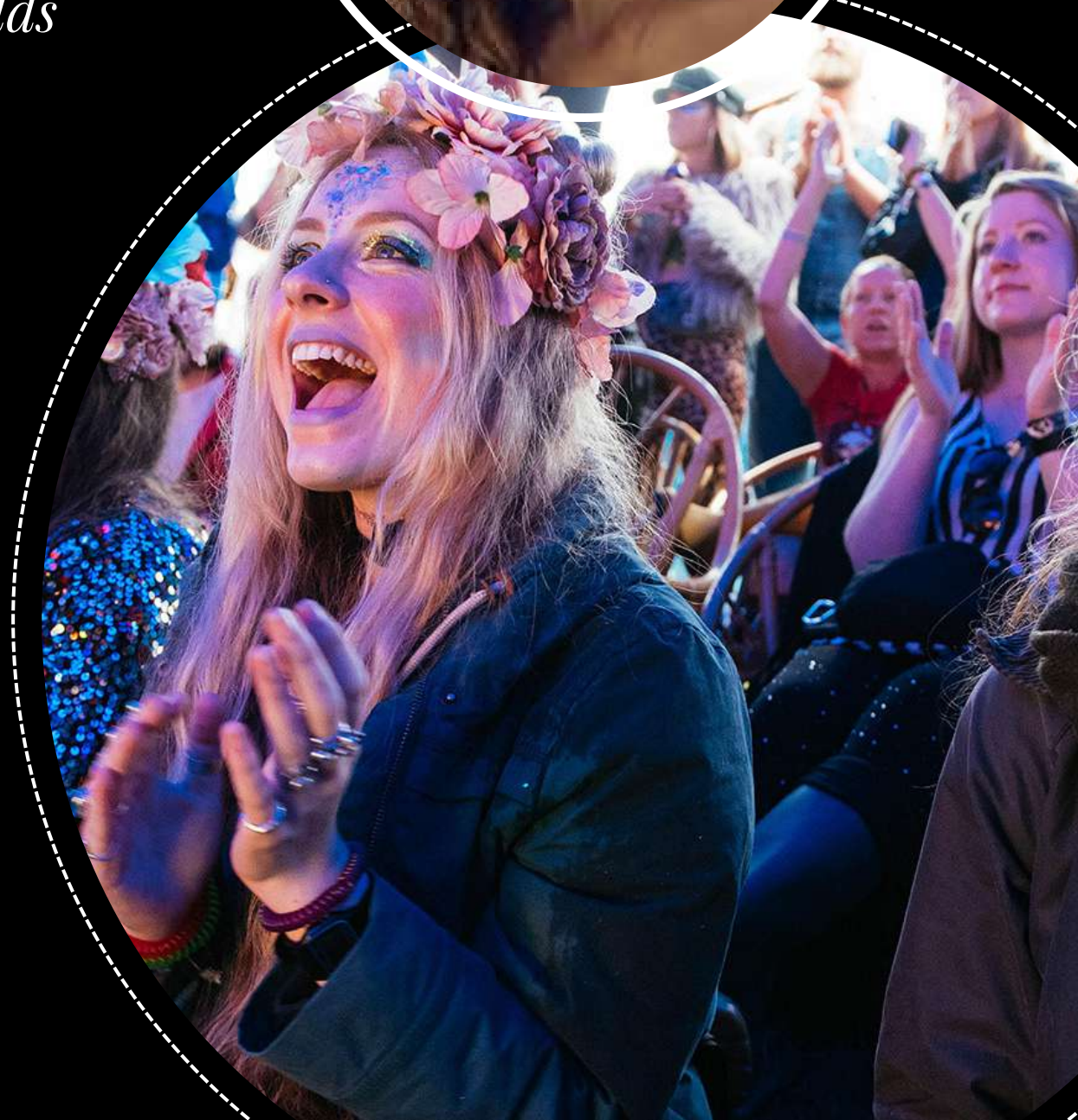
**ART**  
FRAMEWORKS

# THE ART & SCIENCE OF ACTIVATING IMAGINATION

*10 original models for designing  
transformative experiences to  
help adventurers cross the  
threshold of their known worlds  
and discover new lands.*

**Pigalle Tavakkoli**

Founder,  
The School Of Experience Design





## ART FRAMEWORKS

# UNLEASH INNOVATION WITH THE POWER OF P.L.A.Y.

*Good musicians can take even the most dissonant sounds and turn them into transformative performances. So take a page from their playbook and delve into a framework of P.L.A.Y., a scientifically proven tool for overcoming uncertainty and fostering innovation.*

**Anastasia Gramatchikova**  
Creative Leadership Coach





# ART FRAMEWORKS

## WXO PLAYLAB

### P.L.A.Y. To Innovate Workshop

*Embark on a journey of discovery where the boundaries of art and science blur to unleash your creativity. Follow our P.L.A.Y process to find your Purpose, gain insights through Learning, experiment in an Agile way, and apply a "Yes-and!" mindset.*

#### **Pigalle Tavakkoli**

Founder, The School Of  
Experience Design

#### **Anastasia Gramatchikova**

Creative Leadership Coach





**ART**  
RITUAL DESIGN

# RITUAL DESIGN 101

How To Make Moments Of  
Meaning

*Dive into rituals around birth,  
death, grief, becoming an elder, and  
activating flow states, among others.*

**Tiu de Haan**  
Ritual Designer





**ART**  
RITUAL DESIGN

# PARTY MATTERS

The 5Ds That Bind  
People Together

*On the powerful rituals of raving.  
When we dance, drum and party  
together, for instance, we're more  
likely to protect — or kill for — each  
other.*

**Martha Newson**

Cognitive Anthropologist





*The*  
**ART**  
**SCIENCE**  
**BUSINESS**  
**FUTURE**  
*of experiences*

Using trends in neuroscience to create experiences that are more fulfilling, resonant, and better for our wellbeing.





**SCIENCE**  
WELLBEING

# DESIGNING FOR HAPPINESS

*The co-founder of the multi-billion dollar wellbeing app Calm will share his latest thinking (and projects) to make the world a happy and calm place.*

**Michael Acton Smith**  
Co-Founder,  
Calm





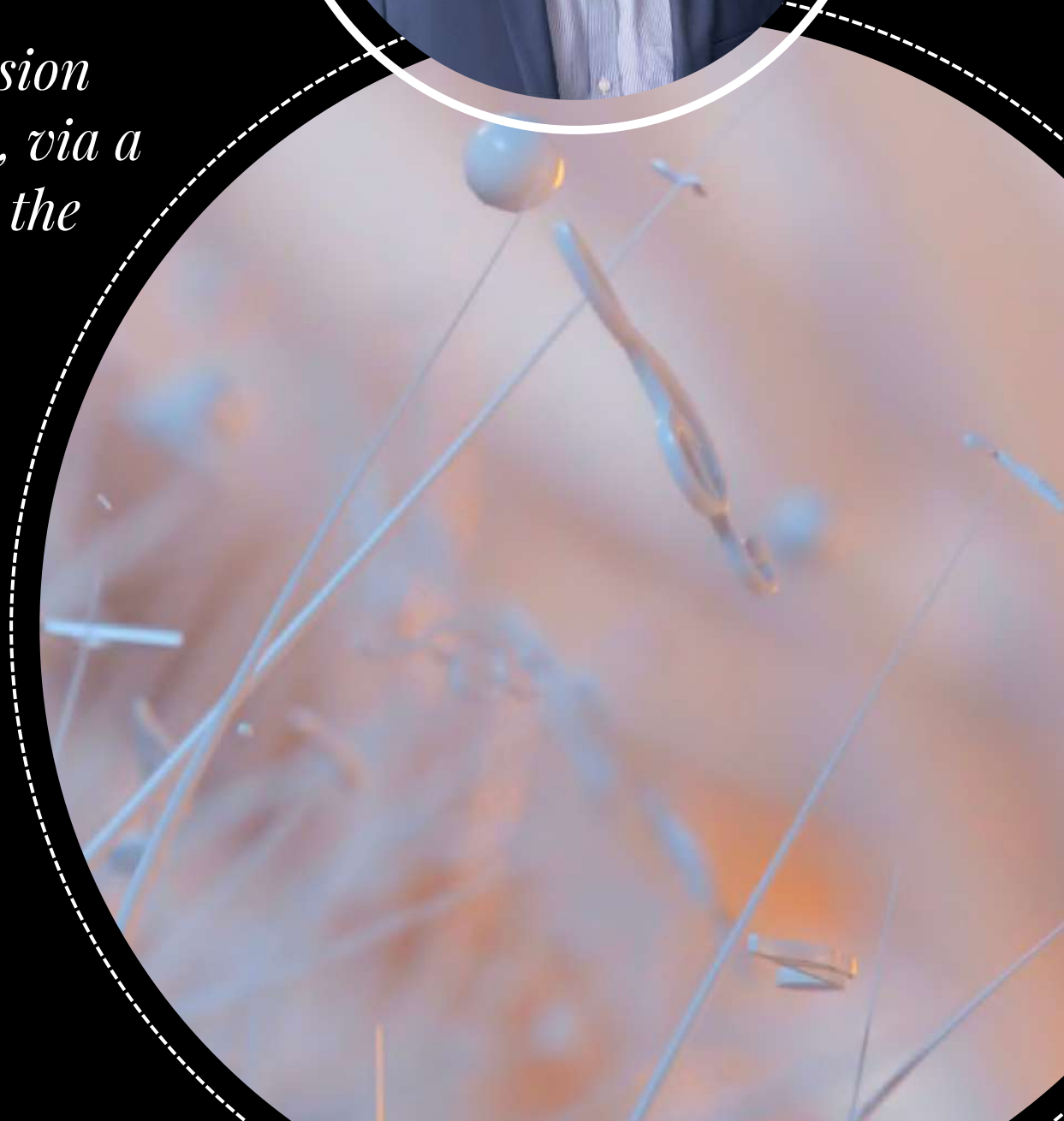
**SCIENCE**  
WELLBEING

# IMMERSIVE MENTAL WELLBEING

Empowering Real-World Health  
Through Virtual Experiences

*A clinical psychologist and  
entrepreneur present their vision  
of the future of mental health, via a  
VR wellbeing app which is on the  
way to FDA approval.*

**Sid Desai**  
Co-Founder & CEO,  
Novobeing





**SCIENCE**  
**WELLBEING**

# ROLE-PLAY TO IMPROVE RELATIONSHIPS

*Borrowing tools from the world of LARPing such as “bleed”, when the emotions from a character affect the player outside the game. Plus, how to design for “sensation goals”.*

**Carnelian King**  
Coach & Narrative Designer





**SCIENCE**  
WELLBEING

# JUST CLOSE YOUR EYES

The Power Of Audio-  
Immersive Experiences

*The producer of the London 2012  
Cultural Olympics on the world's  
largest study of consciousness,  
and the radical "Dreamachine"  
opening people's minds.*

**Jennifer Crook**  
Director,  
Collective Act





**SCIENCE**  
**WELLBEING**

# SOUNDS OF THE OCEAN

A 360° Immersive Experience

*A performance and pop-up  
experience seen around the world,  
including at the UN, that invites  
you to re-connect with yourself and  
the ocean.*

**Joshua Miller**

Founder & Director,  
Embodied Sounds

**Vincent Zhang**

Industrial Design Engineer,  
EDGE Sound Research





**SCIENCE**  
WELLBEING

# DREAMBOX: A PLACE FOR YOU

*An early prototype of the  
“Dreambox”: a safe space  
to detach from the outside  
world and dive into a  
dream-like journey.*

**Julia Eisenloeffel**  
Experience Designer





**SCIENCE**  
WELLBEING

# OIZYS' LABYRINTH

Navigating Anxious Futures  
Through Mythic VR Innovation

*Introducing Awen, a groundbreaking startup born out of the Waldorf Project that combines cutting-edge virtual reality technology with the science of Awe to transform mental health.*

**Sean Rogg**  
Founder, Waldorf Project





**SCIENCE**

NEUROSCIENCE, PSYCHEDELICS  
& THE SENSES

# AN INTRODUCTION TO NEUROAESTHETICS

*A whistle-stop tour of the newest,  
coolest branch of neuroscience:  
neuroaesthetics. Hear how  
aesthetic experiences impact our  
brain and body.*

**Katherine Templar-Lewis  
& Robyn Landau**

Co-Founders,  
Kinda Studios





## SCIENCE

NEUROSCIENCE, PSYCHEDELICS  
& THE SENSES

# HIGH TIME: THE FUTURE OF PSYCHEDELICS IN EXPERIENCE DESIGN

*Insights from an academic  
who's collaborated on various  
VR immersive experiences as  
ritual/altered state and is a  
patron of the first chain of  
ketamine clinics in Scotland  
that uses VR psychedelic  
experience therapy.*

### **Dr David Luke**

Associate Professor of Psychology,  
The University of Greenwich





## SCIENCE

NEUROSCIENCE, PSYCHEDELICS  
& THE SENSES

# THE BODY TELLS OUR STORIES

*Open drawers in your  
subconscious mind, segregate  
each of the senses using fun  
games, and notice what  
effects you feel in your body  
when you deepen your  
relationship with the senses.*

**Veronica Rodriguez**

Creative Director  
& Theater Director





## SCIENCE

NEUROSCIENCE, PSYCHEDELICS  
& THE SENSES

# WONDER & WANDER WALK

*A walk is about wandering, wondering and the art of noticing, using our full palette of senses. A brief intro on wonder and walking and sensory awareness activity will be followed with a walk, wander, and sharing what we noticed.*

**Barbara Groth**

Founder, The Nomadic  
School of Wonder





## SCIENCE

NEUROSCIENCE, PSYCHEDELICS  
& THE SENSES

# SOUND HEALING

Sound Bath Session

*Sound baths are  
transformative experiences  
where sound frequencies  
nurture your vital cellular  
processes, restore a healthy  
flow of life force energy in  
your body and bring back  
harmony to your system.*

**Sandi Sharkey**

Yoga & Mindfulness Teacher





# SCIENCE

NEUROSCIENCE, PSYCHEDELICS  
& THE SENSES

# SONIC COFFEE

*Think Punchdrunk, but with coffee. A tasty coffee break that brings to life the relationship between sound and flavor using the latest gastrophysical research into sensory perception.*

## **Caroline Hobkinson**

Multisensory Artist  
& Creative Director,  
Cogs & Marvel





*The*  
**ART**  
**SCIENCE**  
**BUSINESS**  
**FUTURE**  
*of experiences*

How to create experiences that are more profitable, sustainable, measurable and successful.





# BUSINESS BRANDING

## SELLING CRAZY

The Critical Importance Of  
Communications In The  
Immersive Industries

*A one-size-fits all approach to  
comms doesn't work in experiences.  
Learn techniques, psychology and  
approaches to launch a new  
concept from the pros*

**Meri Mance**

CEO

Mance Communications

**Marie-Pier Veilleux**

Director of Public Relations  
Moment Factory

**Carla Prat**

Artistic Director  
Acciona Cultural Engineering





## **BUSINESS** BRANDING

# THE FUTURE OF BRANDING IN THE EXPERIENCE ECONOMY

*A new way of branding and a new style of customer relationship is emerging in the Experience Economy. Instead of customer-centric, in the future we'll see the emergence of "User Brands".*

### **Dr Michael Lai**

Senior Partner, TANG Consulting  
Dean, X Thinking Institute, Shanghai





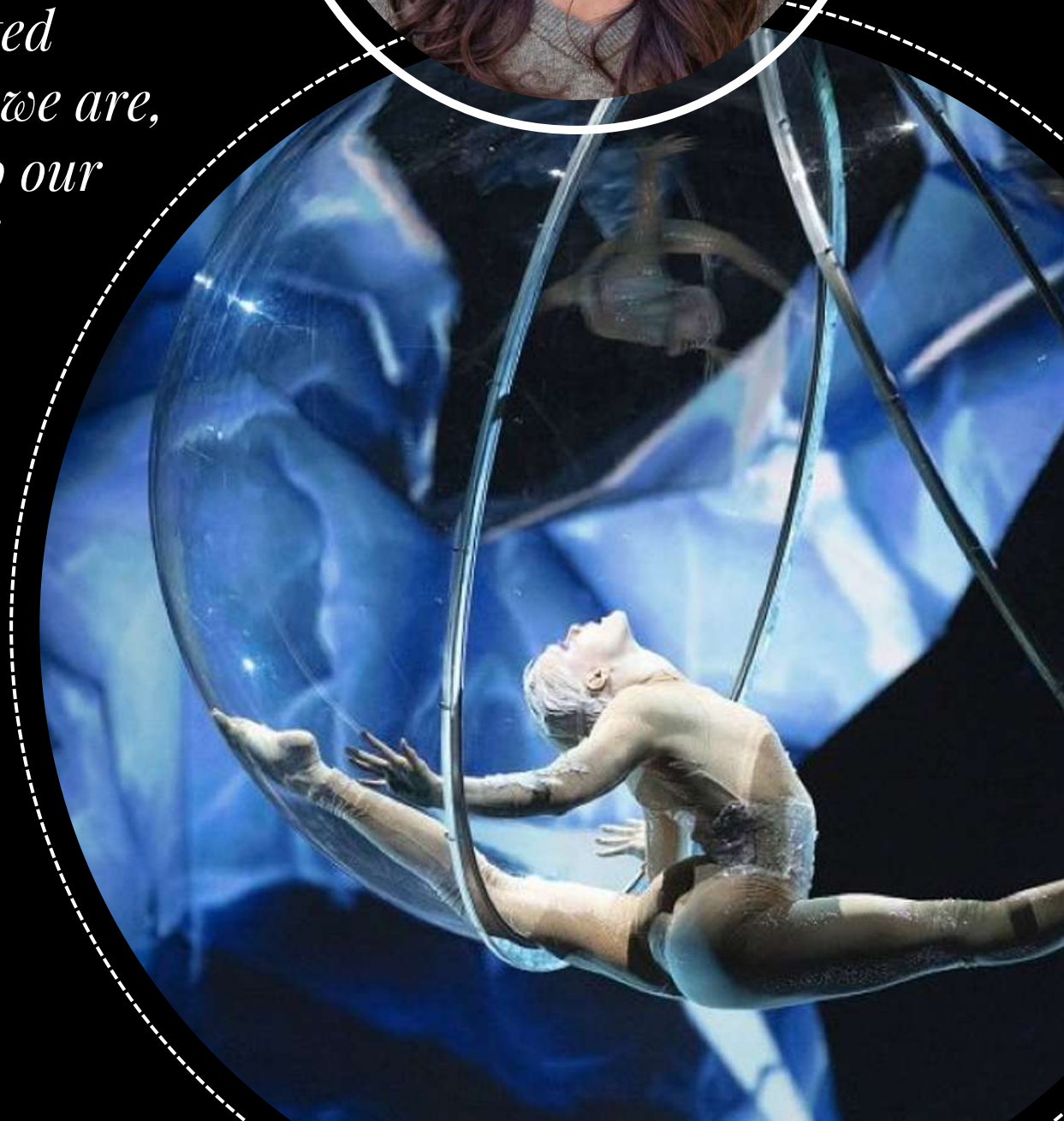
# BUSINESS OPERATIONS

## OPERATIONAL EXCELLENCE FOR YOUR EXPERIENCE

*From circus tents to cruise ships,  
how to create operations around an  
experience that can be executed  
consistently no matter where we are,  
what our team looks like, who our  
partners are, or what kind of  
customers we serve.*

**Carolene Méli**

Operational Experience  
Strategist, Cirque du Soleil





# BUSINESS OPERATIONS

## DESIGNING SERIOUSLY KICK-ASS B2B EXPERIENCES

*Exploring how creative innovators in the traditionally vanilla B2B finance world are using experience design – inspired by immersive entertainment, theatre, theme parks and festivals – to reimagine the delegate experience.*

### **Mark Slade**

Global VP Creative, Money 20/20

### **Martin Ocheng**

Head of Content Innovation,  
The Department





# BUSINESS OPERATIONS

## WHAT JOB DOES YOUR JOB DO FOR YOU?

*A radical idea for how to approach work, looking at it the same way we do a puzzle. Our problems with work lie deep in a relic of the industrial age: the mistake of thinking of employees as things.*

### **Dart Lindsley**

Head of Process Excellence,  
Google





**BUSINESS**

ENVIRONMENT & SUSTAINABILITY

# CLIMATE FITNESS

How Events Can Step Up For  
The Planet

*Discover the exciting steps the events industry is taking to put people, planet and profit in the same sentence from the events industry sustainability body isla.*

**Anna Abdelnoor**

CEO & Founder, isla





**BUSINESS**  
INNOVATION

# EXPERIENCE INNOVATION

Coaching Sessions With An  
Innovation Expert

*What is Innovation? The process broken down, some tools shared and how it can help direct your business goals and plans in the experience sector.*

**Tizz Raj**

20+ years Innovation, Brand  
Strategy & Brand Storytelling  
Expertise





**BUSINESS**  
INNOVATION

# EXPERIENTIAL RETAIL INNOVATION AT MACY'S

*Building the next generation:  
Matthew will present his concept for  
the future of experiential retail built  
for the US retailer.*



**Matthew Waller**

Former President of Georgia  
Tech Theme Park  
Engineering and Design,  
Georgia Tech





**BUSINESS**  
INNOVATION

# THE RISE & FALL OF HOTEL WONDERLAND

*Are we truly ready for  
transformation?  
Lessons learned from  
an ambitious project  
in the Netherlands.*

**Gunnar de Jong**

Co-Founder, Gradual

**Tristan Hupe-Guimarães**

Creative Business  
Development, Tellart





## **BUSINESS**

REAL ESTATE, URBAN PLANNING  
& PLACEMAKING

# **THIS IS WAN CHAI**

*A brilliant placemaking case  
study from Hong Kong.*

### **Jevan Chowdhury**

Founder,  
The Moving Cities Project

### **Richard Parry**

Head of Experience Economy,  
Department for International  
Trade (DIT), UK Government





**BUSINESS**

RETURN ON EXPERIENCE

# HOW TO PROVE THE VALUE OF EXPERIENCES

Roundtable

*Hosted by WXO CEO James Wallman, a roundtable discussion on how best to measure the impact of experience and transformation design.*





## **BUSINESS** DIVERSITY & INCLUSION

# THE GREATEST MISSED OPPORTUNITY IN EXPERIENTIAL

*One-to-one accessibility consulting from one of the world's leading immersive audio-description experts.*

**Beth Rypkema**

Cultural Accessibility  
Consultant,  
Meow Wolf





## **BUSINESS** DIVERSITY & INCLUSION

# **DIVERSITY OF THOUGHT, COMMUNITY & UNDERSTANDING**

*What 8 years on the road  
with Ringling Bros and  
Barnum & Bailey Circus  
taught a producer about  
embracing and harnessing  
all elements of diversity.*

**Nichole Garza**  
Senior Producer, THG





**BUSINESS**  
DIVERSITY & INCLUSION

# THE CULTURE INSCAPE

*Experience cultural discomfort  
and develop strategies to  
cope better with it.*

**Bernd Gibson**

Learning Experience Designer





**BUSINESS**  
DIVERSITY & INCLUSION

# UNDERREPRESENTED IN EXPERIENCE

*A discussion about how to improve diversity within the experience industry as the WXO launches the URX (Underrepresented in Experience) group.*





*The*  
**ART**  
**SCIENCE**  
**BUSINESS**  
**FUTURE**  
*of experiences*

What's new and next in the world of experiences, from new technologies to emerging trends.





**FUTURE**  
MIXING PHYSICAL + DIGITAL

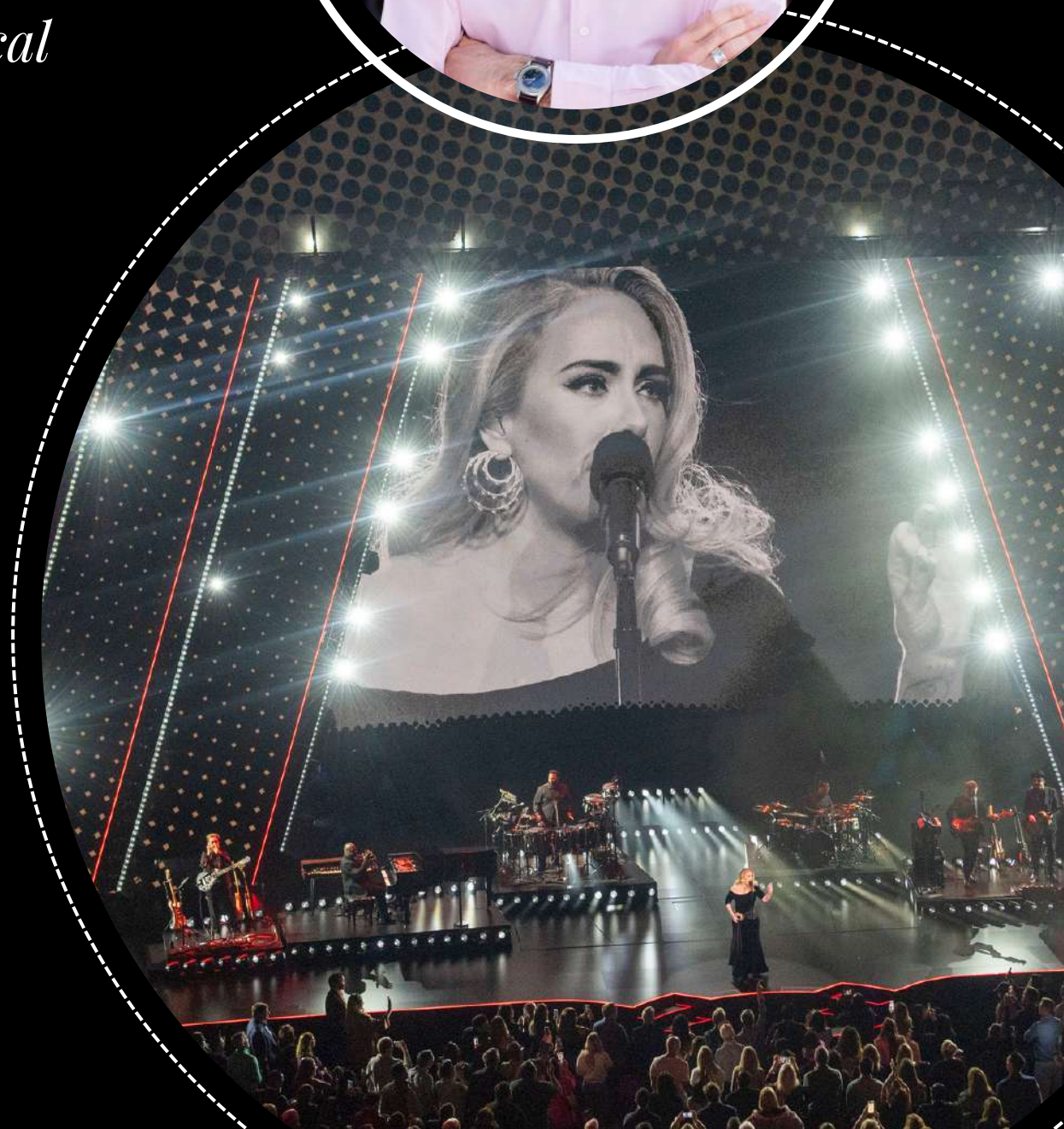
# SPATIAL AUDIO

Your Scalable  
Immersive Superpower

*The ability of spatial audio to deliver different experiences to different people offers a radical new future for immersive experiences.*

**Guillaume Le Nost**

Executive Director of  
Creative Technologies,  
L-Acoustic





**FUTURE**

MIXING PHYSICAL + DIGITAL

# DIGITAL TWINS WILL REVOLUTIONIZE IMMERSIVE EXPERIENCES

*This cutting-edge virtual technology can be used to create more realistic and immersive experiences, as well as save designers' time and resources.*

**Michael Libby**

Founder & CEO,  
Worldbuildr





**FUTURE**

MIXING PHYSICAL + DIGITAL

# GAME ENGINES ARE YOUR FUTURE

*Game engines aren't just for games and movies. They'll power the metaverse, support crypto currency, and underpin Web3.*

**Louis Alfieri**

Chief Creative Officer,  
Raven Sun Creative





**FUTURE**

MIXING PHYSICAL + DIGITAL

# HOW TO UPGRADE IRL EXPERIENCES WITH AR

*How can AR and mixed reality be  
deployed meaningfully to unite the  
physical and digital worlds?*

**Steve Tiseo**

CEO

Friendly Vengeance





**FUTURE**

MIXING PHYSICAL + DIGITAL

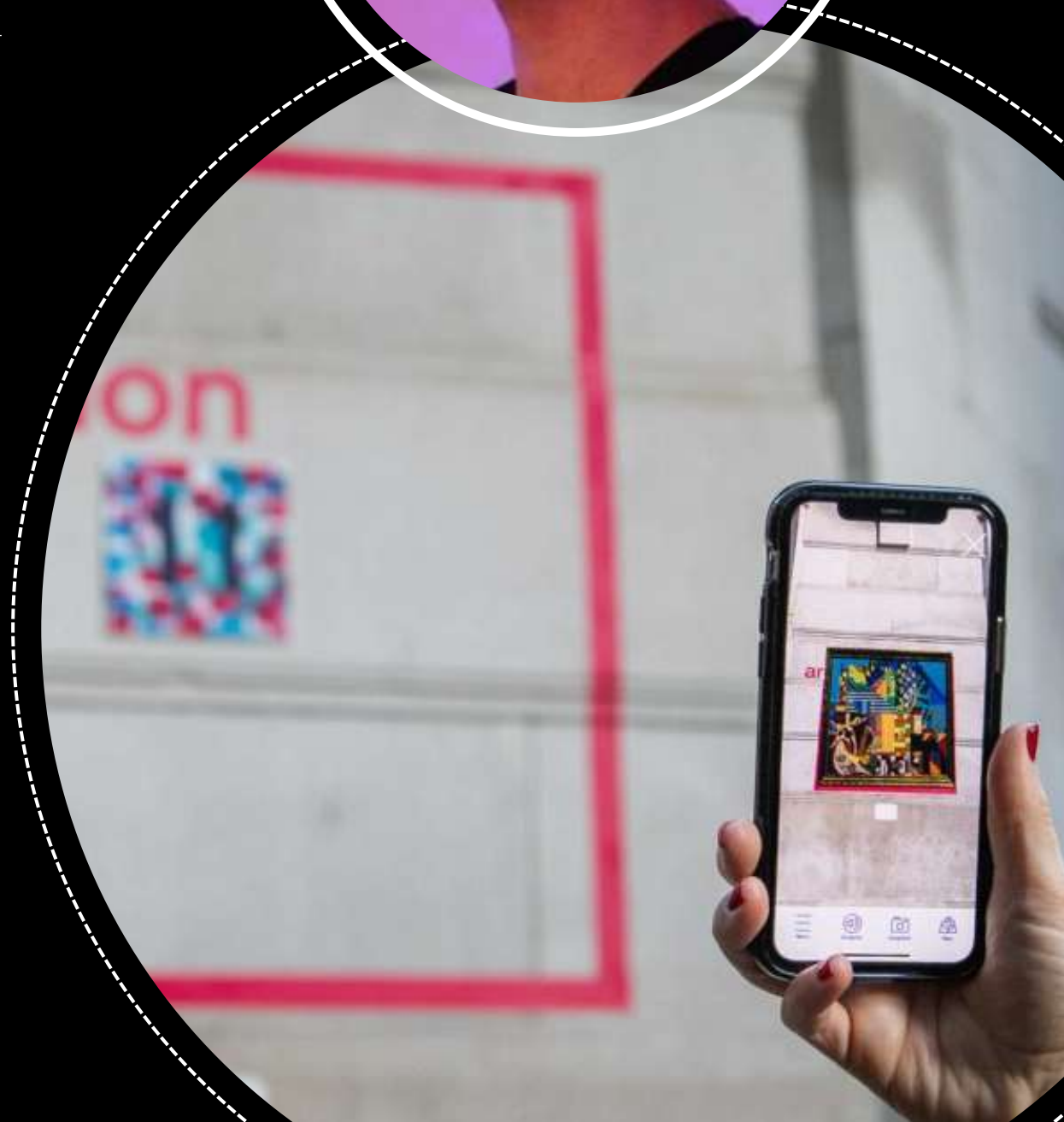
# SECRETS & SELF-CONSCIOUSNESS

How To Turn A Player  
Into A Protagonist

*In AR storytelling, the most  
important reality to augment  
is the player.*

**Rob Morgan**

Founder & Creative Director,  
Playlines





**FUTURE**  
AI & CREATIVITY

# ANTICIPATING THE FUTURE NORMAL

10 Non-Obvious Insights From  
Other Industries (That Will  
Transform The Experience  
Economy)

*One of the world's great  
futurists on which new  
technologies and behaviors  
experience creators should  
be mindful of.*

**Henry Coutinho-Mason**  
Trend Forecaster & Author,  
The Future Normal





**BUSINESS**  
AI & CREATIVITY

# HUMAN VS MACHINE?

The Future Of Travel  
Experiences Created By AI

*A creative panel hosted by  
the W XO's Editor Olivia  
Squire and featuring:*

**Peter Syme**

Partner,  
Tourpreneur Travel

**Tom Marchant**

Owner & Co-Founder,  
Black Tomato

**Jenny Southan**

Founder & CEO,  
Globetrender





**FUTURE**

KEY & EMERGING TRENDS

# THE SOCIAL REVOLUTION

*From Swingers to TopGolf  
and Immersive Gamebox,  
why competitive socializing is  
a key trend – from the man  
who coined the term.*

**Kevin Williams**

Co-Founder &  
Technology Director,  
Spider Entertainment





**BUSINESS**

FUTURE PROOFING

# HOW TO BECOME AN EXPERIENCE-FIRST ORGANIZATION

Roundtable

*Hosted by Experience  
Economy Godfather Joe  
Pine and Dean of the X  
Thinking Institute, Mike  
Lai.*

**Joe Pine**

Co-Author,  
The Experience Economy

**Dr Michael Lai**

Senior Partner, TANG  
Consulting  
Dean, X Thinking Institute,  
Shanghai





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